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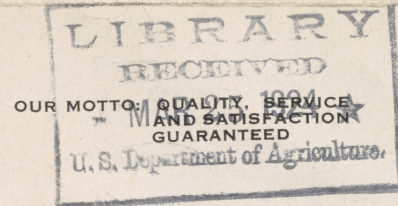
KELLOGG'S PREMIER, THE GREAT MONEY MAKER

WALLER BROTHERS

JUDSONIA, ARKANSAS

62.07

1924



Sunny Slope Fruit Farm

O. C. WALLER, MANAGER

JUDSONIA, ARKANSAS.

To My Many Friends and Patrons:—

The time has again arrived for presenting my fall and spring price list. First, we indeed wish to thank those who have been favoring us with their orders for the past eleven years. As their orders are repeated year after year it is proof that our plants have met their entire expectation.

The plant business is my business and I do claim to be a specialist on the small fruits which are listed in this folder. I know you have confidence in me or you would not continue to repeat your order each year and I shall not jeopardize that confidence with inferior plants.

The past season has been ideal for growing plants, and the result is we have millions of them. Now to the prospective buyer of plants who has never favored us with an order, let us say—you cannot place your order where you can buy better plants than we are offering you. Our judgment along this line is backed by many years of experience in the strawberry field. Our experience in packing plants for the past eleven years assures you that you are getting first class work along this line. The many letters that we have on file, of which we will print a few, is proof that **WALLER BROTHERS** plants are all that can be expected of anyone.

Again thanking you one and all for the business you have favored us with, and asking a continuance of same, we are

Yours very truly,

WALLER BROTHERS.

General Information

Prices in this folder set aside all former quotations. When ordering plants, use order sheet, and write your name and address plainly.

Payments

Must be made in advance. Either Express or Post-office money order, bank draft or registered letter. Or, if you prefer, we will send your plants C. O. D. provided you send 25 per cent of full value of order.

Our Guarantee

We guarantee our stock true to name, with the understanding that should it prove otherwise we will refund the money or replace it with other stock which is true to name. But under no circumstances we are liable for more than the first cost of the plants.

Digging Our Plants

Our plants are dug as ordered, nicely trimmed and tied in bunches of 26 and 27 and counted as 25. This insures you of a good count. Plants are packed in light crates with plenty of damp moss, and guaranteed to reach you in good shape, either by mail or express.

Time of Filling Orders

We will begin filling orders not later than the 1st of November, and possibly as early as the 20th of October. For spring delivery, we will ship until April 15th and guarantee safe arrival. After this date they go at your risk. You will not lose anything by sending in your order early.

Estimate Weight of Plants

It is impossible to give the correct weight of plants, as some varieties are much larger than others, and as spring advances the plants become heavier. Our experience has taught us that it is safe to calculate on from 20 to 25 pounds to the thousand.

Care of Plants When Received

If the ground is not in a fit condition for the planting of them, a very easy method can be used to keep them. Take each variety, a bunch at a time, cut strings and spread roots thinly along the side of a shallow furrow, then cover roots of plants with dirt not higher than crowns of plants. Give partial shade, and if ground is dry, water roots only.



A Bunch of the Wonderful PROGRESSIVE EVERBEARING

Kellogg's Premier

(Per) Very rich in pollen. It is same season as Klondike. Its fruit is large and remains that way through a long season. I consider the Premier the best early strawberry in existence. It is nothing uncommon to gather 7,000 to 8,000 quarts per acre of berries of the finest quality. The fruit is deeply and richly colored and very firm, which makes it an extra shipper. The foliage is tall and light green, which protects the fruit. It is a strong pollinizer and the plants grow large and root deeply, making it extremely vigorous and a splendid drought resister. In the last five years Premier has topped the market daily for three weeks each season. It is equally as good in the North, East and West, as it is in the South. You cannot make a mistake when you order of this variety.

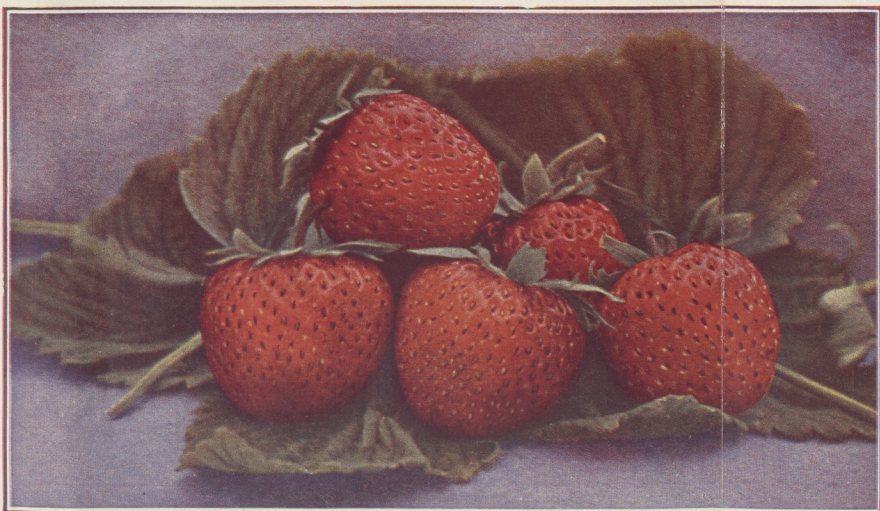
The above description was sent us from a large eastern grower of Kellogg's Premier. We are using his description as we have never seen this variety fruiting.

St. Louis

(Per) There is only one thing that keeps this berry from taking first place as an extra early berry, and this is that it is too soft. However, we have had many flattering reports from the North, where it seems to do better than in the South. To anyone that is wanting to grow the largest early strawberry for the nearby markets, you need not hunt for anything that will turn down this variety in size or earliness.

Number of Plants Required to Set an Acre

18 inches x 3 feet	9,680	18 inches x 4 feet	7,260	Plants 24 inches x 4 feet ..	5,445
18 inches x 3 1/2 feet	8,297	Plants 24 inches x 3 1/2 feet ..	6,222	Plants 30 inches x 3 1/2 feet ..	4,356



AROMA. The Best Late Strawberry.

WALLER BROS. STRAWBERRIES

Description of Varieties

Klondike

(Per) If there is a better berry than this variety, the people have not found it out. This variety is, without a doubt, more extensively planted than any other one variety, especially throughout the South. Plants are very hardy and will withstand the dry, hot weather as well as any. We have more than twenty-five acres in this variety alone, and would be glad to have you figure with us on large orders. We are in a position to fill your order, large or small, and at the same time with as good plants as money will buy. Look at some of our photographs of this variety.

Excelsior

(Per) An old variety that leads them all for earliness, and one that has stood the test for more than twenty years. Berries are of a dark red color, medium in size. Plant growth good.

Gandy

(Per) Originated by Mr. Gandy of Pennsylvania more than thirty years ago, and is yet being planted extensively. This variety does better when planted with some other late berry. The Aroma is a good variety to plant with them.

Champion K

This is comparatively a new variety, and one that we like very well. It is only three or four days later than the Excelsior, and much more productive. The plant growth is good, and the fruit is as large as that of the Klondike. You will make no mistake in planting this variety in place of Excelsior.

We have been planting this variety for five years and can truthfully say we like it better each season. We have not been able to grow plants enough any season to fill our orders and have had many good reports from same. You will not be disappointed in this berry.

Senator Dunlap

(Per) A favorite with most northern growers, and is well known wherever strawberries are grown. It is a great plant maker and for this reason should not be planted too close together as plants will become too thick. Fruit is a bright red, a good shipper, and of excellent quality. Midseason.

Lady Thompson

(Per) This berry at one time had the lead in all Southern states and it still is grown very extensively. One very important reason for this is that the berry is a good drought resister. The hot, dry weather seems to have had but little effect on it. It is, as a rule, very productive.

Evening Star

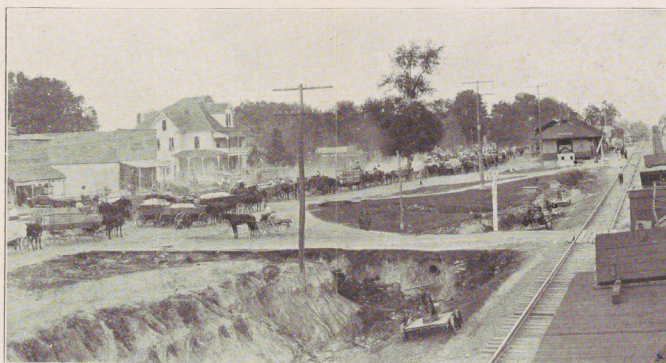
(Per) In this variety you will find a good, all-around late berry. I prefer them to the Gandy, as they are much more productive and are not subject to rust like the Gandy. Their season is the same as Gandy, also the fruit resembles this variety so much that you can scarcely separate them. The plants are large and hold their fruit well off the ground. To the man who is looking for a good late berry, he will find it in this variety.

Dr. Burrill The Million Dollar Strawberry

Dr. Burrill is an improved Senator Dunlap, and was originated by Dr. Reasoner, of Illinois, who originated the famous Senator Dunlap. It is a cross of Senator Dunlap and Crescent, both being wonderful producers. This new berry is the biggest cropper of all strawberries. Berries are very large and uniform in size and shape. Most of you know what Senator Dunlap is and what loads of nice berries they are producing everywhere. Dr. Burrill is a better berry in every way, produces more berries, bigger berries and berries of better quality. This is a big statement, but Dr. Burrill has proven its value on the ground of the originator and one of the farms of the introducer.

This great new variety is a strong fertilizer, and its seasons of blossoming and fruiting is extra long. It ripens in mid-season. Dr. Burrill stands the drought best of all the varieties, owing to its wonderful root system. Foliage is large, of a beautiful dark green, and very hardy and healthy. With its extra long, strong roots, heavy crowns and healthy foliage, it is able to produce its wonderful crop of fruit every season. Berries are very dark red in color, and are of the very best quality.

We have a large supply of these plants and would be glad to quote you special prices on large orders.



Strawberry Time at Judsonia.

Aroma

(Per) A very late and very popular berry in all sections. I have not yet found a late berry that has the demand that this one has. While I believe that there are some of the new varieties that are its equal, or, in fact, superior, however, it does well both North and South. Many of the growers here, as well as elsewhere, will grow no other variety for a late berry. The berry is very firm, and you will find none that will stand shipping better than this variety.

Missionary

(Per) It was thought by many that this variety would take the place of Klondike, but we do not see it that way. Fruit is medium size and very firm, resembling the Aroma in shape and color, while the berry is not as large. A good plant maker, and free from rust. Season same as Klondike.

Warfield

(Imp) An old variety, but a good one, especially in the northern states. We would recommend that you plant Dunlap with this variety, in order to fertilize them, then you are sure to receive a bumper crop of second early berries. Fruit is regular shape, dark red, and a splendid shipper.

Fall or Everbearing Strawberries

Progressive

(Per) A genuine fall bearing, and one that is hard to beat. The fruit is dark red, medium size and the flavor is unsurpassed. To obtain the best results, keep blossoms off until the last of July, then when they begin to ripen you will have something you will be proud of. The runner plants often begin fruiting before the plants make any roots at all. You will not be disappointed with this variety.

We have the largest supply of these plants that we have ever grown and for this reason we are offering them at rock bottom prices. See price-list.

Read the letters on opposite side of this circular.

Price List of Strawberry Plants

	Per 100	Per 250	Per 500	Per 1,000		Per 100	Per 250	Per 500	Per 1,000
Klondike	\$0.40	\$0.80	\$1.35	\$2.75	Dr. Burrill	\$0.50	\$1.00	\$1.50	\$3.00
Excelsior40	.80	1.35	2.75	Champion K50	1.00	1.50	3.00
Lady Thompson40	.80	1.35	2.75	Kellogg's Premier50	1.00	1.50	3.00
Senator Dunlap40	.80	1.35	2.75					
Warfield40	.80	1.35	2.75					
Missionary40	.80	1.35	2.75					
Aroma50	1.00	1.50	3.00	EVERBEARING				
Evening Star50	1.00	1.50	3.00	Progressive	\$1.00	\$2.00	\$3.25	\$6.00
Gandy50	1.00	1.50	3.00	Lucky Boy, 10c each, 12 for \$1.00, 100, \$5.00.				
St. Louis50	1.00	1.50	3.00	Kellogg's Perfection, 10c each, 12 for \$1.00, 100, \$5.00.				

You must add postage to above prices if plants are to be sent by parcels post.

WALLER BROS. JUDSONIA ARKANSAS



DR. BURRILL, the Million Dollar Strawberry.

Lucky Boy

The following description is given us by a very prominent strawberry grower of Maryland, as follows: Lucky Boy, Everbearing. This is one of the newest in the Everbearing family. It is the largest, sweetest and most productive of the Everbearing varieties, and one of the very best late spring croppers. We have only a few of these plants and to the one wishing to try them will ask that you send in your order early.

Kellogg's Perfection Everbearing

The Thousand Dollar Prize Winner

This variety was introduced in 1920 by R. M. Kellogg's and is predicted to become one of the leaders in Everbearing as soon as the public have an opportunity to test it out.

This is the Everbearing that won the thousand dollar cash prize for the most perfect Everbearing.

It is a strong, hardy and vigorous plant grower. The fruit is much larger than that of the Progressive.

This variety is sure to please where the everbearing varieties are grown with success. We can only supply a few hundred of these plants.



KLONDIKE, the Leader through the South.

LETTERS OF TESTIMONY WHICH SPEAK FOR THEMSELVES

Portales, N. M., April 14, 1921.
O. C. Waller & Bros.
Judsonia, Ark.
Gentlemen:—We received our plants this week and wish to thank you for the extra good plants you shipped us. We certainly can recommend you to people who want plants.
Yours very truly,
R. H. G.

Pottsboro, Texas, April 22, 1921.
O. C. Waller Bros.
Judsonia, Ark.
Gentlemen:—We bought 250 strawberry plants from you one year ago and they are fine. We mulched with wheat straw and irrigated them. We were too greedy and let all the runners take root, however, we have gathered as many as two and one-half gallons in one day and have had all we could use since Easter Sunday. There are blooms, green and ripe berries in the patch now. We are having trouble, every one wants plants. I do not have time to sell or give them away, so I am enclosing list of names to whom you can sell plants if you will mail catalogue.
Yours truly,
Mrs. W. H. C.

Waller Bros. May 4th, 1921.
Judsonia, Ark. Memphis, Tenn.
Dear Sirs:—Last year I bought some 10,000 Klondike plants from you and they have proven to be O. K. I now want 15,000 more Klondike and 10,000 Aroma if you still have them.
Yours truly,
G. G. S.

Rolla, Missouri.
O. C. Waller Bros. March 13, 1921.
Judsonia, Ark.
Gentlemen:—The four thousand strawberry plants received from your nursery are looking fine and I have not lost more than one dozen plants from the whole lot and these have been cut off by an ordinary white cut worm. Please write me at once a preventive to eradicate these worms.
Yours very truly,
O. G. B.

Iola, Kans., March 1, 1921.
O. C. Waller & Bros.
Judsonia, Ark.
Gentlemen:—I take the pleasure of ordering some strawberry plants of you, as yours have always given perfect satisfaction. I got my order in too late last season to get any Senator Dunlap, so will try again. I have one acre of your choice berries already and I want you to send me 4,000 Senator Dunlap and 2,000 more of the other kind to go with them. You will know best as to the kind. Please send the plants when you think best.
Yours very truly,
H. G.

Oklahoma City, Okla.
March 5, 1921.
O. C. Waller Bros.,
Judsonia, Ark.
Gentlemen:—I am just back from California where I have been living the past year and a half. I am now in the market for more strawberry plants and am writing to you for same, as I know you have the best plants.
Yours very truly,
H. W.

Columbia, Tenn., Feb. 22, 1921.
O. C. Waller Bros.
Judsonia, Ark.
Dear Sirs:—I received my strawberry plants in good condition, as good as I have ever seen, for which I thank you.
Very respectfully,
J. P. F.

Coffeyville, Kansas,
May 31, 1921.
O. C. Waller & Bros.
Judsonia, Ark.
Gentlemen:—Our plants arrived in splendid condition and were distributed yesterday. I wish to thank you for the attention given Mr. M. H. order. I think perhaps a few more men will want plants and if so you will receive the order. I thank you again for your prompt attention to our orders.
Yours very truly,
(Signed) Sec. Phelps Co. Straw. G. Assn.

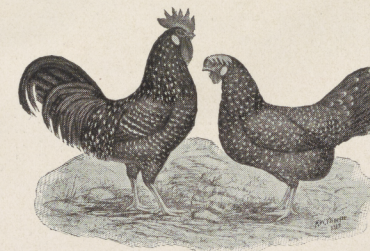
Palo Alto, Cal., April 3, 1921.
Waller Bros.,
Judsonia, Ark.
Gentlemen:—The plants came in good shape and if I do not get a start from them it is my fault and not yours.
Yours very truly,
J. A. H.

Dover, Okla., April 7, 1921.
Mr. O. C. Waller & Bros.
Judsonia, Ark.
Gentlemen:—I am enclosing the money to pay postage on the strawberry plants I ordered and which were received in good shape. I set them out right away and so far I have not lost a plant.
Yours very truly,
Mrs. J. M. W.

Ashmore, Ill., March 7, 1921.
Mr. O. C. Waller & Bros.,
Judsonia, Ark.
Dear Sirs:—Enclosed you will find money to pay for the following plants, if you haven't them, please substitute to the best of your ability. Well, I must say I have ordered plants of you before and found them all O. K. and more reasonable in price than anywhere else.
Yours truly,
J. W. G.

Bernie, Mo., March 16, 1921.
Waller Bros.,
Judsonia, Ark.
Gentlemen:—Enclosed is my check for 500 Excelsior plants. The others arrived the other day and I am so well pleased with them that I am ordering this amount more.
J. L.

Alvin, Texas, March 5, 1921.
Waller Bros.,
Judsonia, Ark.
Gentlemen:—The 15,000 Klondike plants were received in splendid condition, and if we have favorable weather we will want more plants.
Have you any more Champion K?
They are sure fine. Yours truly,
J. A. F.



SUNNY SLOPE POULTRY YARD

MR. AND MRS. O. C. WALLER, Mgrs.

Breeders of the
BEAUTIFUL S. C. ANCONAS

We indeed thank those who so liberally favored us with their orders for eggs last season. We received orders for more than 3,000 eggs, which netted us the nice little sum of more than \$400.00. Remember, too, that we had only 75 hens in our little flock. These figures may not be large to some, but to us they are highly satisfactory. This year we will have 250 hens left after culling them out very closely. We want nothing but the very best and believe we have it, having paid as high as \$1.00 each for many of the eggs we ordered two years ago. We have culled our flock much closer, and the result is we have a beautifully marked bunch of Anconas.

Again thanking you and trusting the Anconas which you received from the eggs we shipped you pleased you as well as they pleased us.

Yours for better Anconas,
MR. AND MRS. O. C. WALLER.

GUARANTEE ON FERTILITY OF EGGS

We guarantee 85% fertile eggs, providing the eggs are tested out on the seventh day and we are promptly notified of same. We pack our eggs so they can be shipped any distance. We use only the best egg cartons, believing them to be cheapest in the long run.

THE STORY OF THE ANCONA

Nature's most bountiful gift—Single Comb Anconas. For lack of space we will have to be very brief in giving you the origin, characteristics and advantages of this breed. Anconas are one of the hardiest breeds ever introduced. Their eggs are large and white. Contests have proven that they not only produce more eggs than other breeds, but their eggs are much larger, and command a higher market price.

The ideal Ancona is black, and there should be a white tip on every fifth feather. The face and wattles are of a bright red, with the face free from white. Ear lobes are white or a creamy white. The legs should be yellow, or yellow mottled with black. In size they are slightly larger than the Leghorn. Females weigh four to five pounds. The males, five to six pounds and sometimes more.

Their true shape resembles that of the Leghorn very much. Anconas are a delight to the lover of beautiful birds. You can start with them at no greater cost than ordinary varieties, and you can keep them at far less expense and at the same time get eggs of extra quality. Anconas hold the world's egg record for an individual bird. In egg-laying competitions they have proven that they lay more eggs to a given amount of feed than any other breed, and lay their eggs during the winter months. They are still making additional records.

PRICE LIST OF EGGS

Free range mating only. We have no pens from which to offer eggs. But instead we have a large flock of healthy, well-selected birds, and I believe they are as good as can be found anywhere, regardless of price.

You are making no mistake in sending your order for eggs. \$1.50 per 15, or \$8.00 per hundred.
If eggs are to be sent parcels post you must add postage to above prices.

MR. AND MRS. O. C. WALLER, Judsonia, Ark.

Mrs. O. C. Waller, Judsonia, Ark. Tiawah, Okla., May 9, 1921.
Dear Madam:—The eggs came to hand in good shape. I hatched out 12 very fine chicks. One egg got broken under the hen, but had a chick in it. I consider this a good hatch. Wishing you success, I am yours truly,
Mrs. W. W. H.

Mrs. O. C. Waller, Judsonia, Ark. Kensett, Ark., April 7, 1921.
Dear Madam:—I received the two settings of Ancona eggs in good shape and please let me know if you could spare about twenty or twenty-five baby chicks. Please let me hear from you soon
MRS. C. C. W.

Mrs. O. C. Waller, Judsonia, Ark. Sikeston, Mo., Feb. 24, 1921.
Dear Madam:—I received the 100 eggs ordered from you in good condition with none broken. I tested them out last night and found only twelve to be infertile.
Yours very truly,
MRS. M. A. A.

Dear Mrs. Waller, Judsonia, Ark. Gentry, Ark., May 16, 1921.
Dear Madam:—From the 30 eggs you shipped us in April we have 27 fine big, strong, healthy chicks. These chicks are extra large; we are more than pleased with them. The other three eggs had chicks in them, but failed to get out, so we could not expect a better hatch. We now have sixty chickens from your flock and we are sure proud of them.
Yours very truly,
MRS. R. E. S.



The Home of Mr. and Mrs. O. C. Waller.

DEAR FRIENDS:—

Are not these letters convincing evidence that our plants are as good as money can buy, regardless of price? As already stated, these letters are genuine, and we have enough of such to print two or three circulars the size of this one. Such letters as the above do me good. I am always glad to hear from pleased customers, as it gives me encouragement to do even more to please the many new ones that are being added to our list year after year. You may be presented with glowing assertions, couched in language that is broad and sweeping, yet means nothing. You may hear of pedigree plants, of plants growing in the garden spot of the world. Claims of this kind are misrepresentations, pure and simple, and are made only to get your order. Look the world over and you will find no better plants than **WALLER BROTHERS**; that's a pretty strong statement, but every order proves each word of it.

No rose bushes, cameras, monkey wrenches or other premiums are necessary to make new customers for **WALLER BROTHERS** as the merit is in the plants.

O. C. WALLER & BROTHERS

The Honest Plant Growers

JUDSONIA - ARKANSAS



U. S. DEPARTMENT OF AGRICULTURE.
Official Business.

Penalty for private use to avoid the
payment of postage, \$300.

U. S. DEPARTMENT OF AGRICULTURE,
WASHINGTON, D. C.

From
Address

BUREAU OF PLANT INDUSTRY,
Horticultural Investigations.

8-4767 GOVERNMENT PRINTING OFFICE

M. E. N.

R. F. D. or Address

Judsonia, Arkansas

Total - - \$.....

May we substitute to the best of our judgment, if we should be out of the variety ordered? Write Yes or No

[illegible]

Make all money orders and checks payable to O. C. Waller